

DORITOS

“Passion for the Flavors” (Commercial Script)

Subject Info: Doritos brand tortilla chips produced by Frito-Lay.

Goal/Objective: This spot was created as an entry for the Doritos *Crash the Superbowl* ad contest. The only guideline was to draw inspiration from the contest's theme: passion for the flavors.

Writer's Notes: The first thing I focused on was developing a scenario that incorporated the Doritos product in an obvious yet natural way. Once I had the treatment, I approached the script like a short film. I needed to establish characters, develop a conflict, and give both colorful layers and nuances.

I felt that the script's humor would be found in countering the audience's expectations. What guy, let alone this guy, would resist a girl making such an aggressive move? The interesting thing is that in the midst the build up, you almost forget about the chip. But not our hero. Not only is he aware of the chip, he chooses the Doritos over the gorgeous girl. A bold choice, but hey, that must they're pretty good chips.

COMPLETED SPOT AVAILABLE TO VIEW IN CLIPS SECTION.

DORITOS

“Passion for the Flavors” :30

Writer: Takacs

VIDEO	AUDIO
<p>A plump but lovable GUY sits alone on a couch amidst a busy party.</p> <p>He grabs the last Doritos chip from a nearby bowl. As he savors the chip, a drop dead gorgeous GIRL approaches. She’s disappointed to find there are no Doritos left.</p> <p>She spots the guy, still munching.</p> <p>Smooth as sandpaper, he eyes her while she rounds the table and to his surprise - sits next to him.</p> <p>She smiles. All he’s thinking is ‘wow this is cool!’</p> <p>She slips her hand on his leg and seductively takes his hand.</p> <p>‘Oh...my...’</p> <p>She lifts his hand to her mouth and to his amazement, starts to suck on his finger.</p> <p>‘Pure ecstasy... Amazing... It’s everything I’ve ever...WAIT A MINUTE!’</p> <p>He quickly pulls his hand away.</p> <p>CU – Doritos cheese flavoring on his fingers!</p> <p>He realizes what this evil siren is trying to do. He hurriedly licks up the remaining flavoring.</p> <p>CUT TO – <i>GFX: Doritos Tag</i></p>	<p>Quirky, upbeat music.</p>

CU – Girl seductively licks her lips.

CU – Guy awkwardly licks his lips in response. He completely misses the huge glob cheese flavoring on the side of his mouth.

She can't take it anymore; she has to have the Doritos flavor. She tackles the guy, knocking the couch backward and their feet into the air.